

## **Guidelines for use of the Department of Defense (DoD) Performance Based Logistics (PBL) Logo**

**Purpose & Background.** A logo is a visual representation of an organization, a capability, a product, or an expected outcome. While it is a composite of all the elements used to convey the associated identity and values, it is more than the sum of its parts.

The PBL logo communicates the essence of what PBL is and what it does as a powerful life cycle product support enabler. When consistently implemented, the PBL logo is intended to convey expected benefits and outcomes to the defense acquisition workforce, warfighter customers, the broader DoD maintenance, supply management, and sustaining engineering communities, and our industry partners.

The DoD PBL logo was designed by the Office of the Deputy Assistant Secretary of Defense for Materiel Readiness to represent the product support capabilities and outcomes of Performance Based Logistics (also referred to Performance Based Life Cycle Product Support, or simply by its acronym, PBL).

Within the logo itself, the motto “Delivering Affordable Readiness” is indicative of the affordable, efficient, and effective outcome-based product support strategies our military requires. The globe represents the world-wide support PBL provides to DoD (and coalition) warfighters -- supporting our soldiers, sailors, airmen and marines mission requirements wherever and whenever called upon. The chain has a three-fold meaning: first, conveying the linkage between both government and industry; second, similarly conveying the interdisciplinary integration between life cycle logistics, systems engineering, program management, contracting, and business, cost estimating, financial management functional communities in delivering affordable readiness; and thirdly, the integral nature of strong, cost-effective and integrated supply chains which undergird successful PBL strategies. The gear indicates the foundational nature of an integrated government and industry industrial base that develops, maintains, and supports reliable, available, maintainable, and supportable weapon systems.

**Uses of the DoD PBL Logo.** Downloadable DoD PBL logo files in color and black and white are provided on the DoD Performance Based Logistics (PBL) Community of Practice at <https://acc.dau.mil/CommunityBrowser.aspx?id=547292> for use in Microsoft PowerPoint, Word, Adobe Acrobat, and other applications .

Because the DoD PBL logo represents a capability and a product support strategy, it does not replace or supersede any officially approved unit, company or organizational logo, emblem, or brand; however it can be used in conjunction with such logos.

Although the DoD PBL logo was created by the Department of Defense to represent DoD Performance Based Logistics (PBL) product support strategies, it is not copyrighted and its use by both public and private sector organizations is strongly encouraged. It is requested users comply with the following guidelines: By downloading or using the DoD PBL logo, users agree to comply with the guidelines outlined in this document. Users should not:

- Edit or re-create the logo. The fonts and alignment of the logo are controlled and should not be varied.
- Modify or edit the logo (move, delete, or rearrange elements, add elements to it, stretch it, change, adjust or modify the logo color scheme, etc.).
- Incorporate or overlap the DoD PBL logo into, over or under other company, unit, or organizational logos.
- Add text or graphic elements to the logo.
- Place the DoD PBL logo over a photograph or any textured background.

**Color Choice.** The “PBL Light Silver Seal” version of the DoD PBL logo should be used whenever possible. The “PBL Black-White Seal” logo is for use in black and white applications. The other remaining files (“PBL Blue-Grey Seal”, “PBL Light-Dark Silver Seal” and “PBL Grey-Scale Seal”) are for special purpose use and should only be used on a very limited basis.

**Size.** Whenever possible, use the provided files without scaling them (making them bigger or smaller). If you must rescale the logo, avoid causing the image to pixelate, or it will look fuzzy or blurred.